



Points of Wellness

Partnering for Refugee Health & Well-Being

Campaign Objectives

- Improve the long-term health of refugees in the United States
- Help build the capacity of community-based organizations to promote health and prevent disease among refugees

Promoting Health

- Health: a state of well-being for all the points of wellness
 - Physical
 - Mental
 - Social

Campaign Components

- Name and logo
- Toolkit
- Consumer-friendly Web site (<http://www.refugeewellbeing.samhsa.gov>)
- Listserv (<http://list.nih.gov>)
- Technical assistance workshops

Role of Toolkit

- Help ethnic, faith-based, and community-based organizations (CBOs) to:
 - Organize themselves
 - Obtain partners and share resources
 - Plan and carry out refugee health promotion activities with a holistic, culturally sensitive approach

In the toolkit, you will find:

- ✓ Manual
- ✓ Training Guide and PowerPoint Slides
- ✓ Health Promotion Article
- ✓ Video
- ✓ CD

Goal of This Training

- Instruct you on how your organization can best use the toolkit

Take time now to watch the provided video:

“POINTS OF WELLNESS—Partnering for
Refugee Health and Well-Being”

Activity One

Parts of the Manual

- Part One: Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities
- Part Two: Cultural Sensitivity in Health Promotion Work
- Part Three: Resources for Promoting Health in Refugee Communities

How to Use the Manual

- Reference Tool
- Program Development Guide
- Source for Finding Additional Information

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



Part One: Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities

- 1.1 Introduction
- 1.2 Learning the Health Needs of Your Community
- 1.3 Strategies to Plan Your Community Health Program
- 1.4 Community Resources and Partnerships
- 1.5 Activities for Health Promotion and Disease Prevention
- 1.6 Evaluating Health Promotion and Disease Prevention Activities

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



1.2 Learning the Health Needs of Your Community

Goal:

- Identify which health concerns are most important to refugees in your community

*Without doing some investigation,
it will be hard to know whether you're working on the right issues*

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



How Do You Conduct a Needs Assessment?

1. Ask the right questions
2. Collect information to answer your questions
3. Make sense of what you learned

1.3 Strategies to Plan Your Community Health Program

Goals:

- Identify the best group of individuals to focus your resources on
- Explain the problem that you want to improve
- Develop your program goals
- Identify the most appropriate activities for your program

You cannot do everything for everyone and do it well

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



What Strategies Need to be Considered in Planning a Health Promotion Program?

1. Select your target audience
2. Determine your target audience's understanding of the health concern
3. Select your program efforts

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



1.4 Community Resources and Partnerships

Goals:

- Identify available community resources to use for your program
- Develop partnerships with other organizations to help you with your program

You don't have to do it alone

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



What Steps Do We Take to Partner With Others?

1. Identify resources in your community
2. Develop effective partnerships

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



Activity Two

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



1.5 Activities for Health Promotion and Disease Prevention

Goal:

- Follow a social marketing process to design programs and activities that promote health and prevent disease in refugee communities

There is a well-established process that you can follow

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



What Is Involved in Social Marketing?

5 Stages of Social Marketing:

1. Planning and research
2. Message and materials development
3. Pretesting
4. Implementation
5. Evaluation and feedback

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



What Do You Need to Understand and to Do Social Marketing?

The 5 P's of Social Marketing:

- Product
- Price
- Place
- Promotion
- Policy

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



1.6 Evaluating Health Promotion and Disease Prevention Activities

Goal:

- Identify several evaluation options and decide what is best for your program

The only way to know whether you accomplished your goals is to check

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



What Types of Evaluation Should You Consider?

- Types of Evaluation
- Formative Evaluation
- Process Evaluation
- Impact Evaluation
- Outcome Evaluation

PART ONE

Developing and Implementing Health Promotion and Disease Prevention Activities for Refugee Communities



Activity Three

PART TWO

Cultural Sensitivity in Health Promotion Work



Part Two: Cultural Sensitivity in Health Promotion Work

- 2.1 Introduction
- 2.2 Understanding Our Shared Communities
- 2.3 Developing Culturally Specific Materials for Refugee Communities

2.2 Understanding Our Shared Communities

Goals:

- Identify experiences common to refugees in the United States
- Better understand what culture is and its importance in health promotion and disease prevention
- Improve your organization's ability to work with other cultures

To help your community, you must first understand it

PART TWO

Cultural Sensitivity in Health Promotion Work



How Do You Improve Communication and Work Better With Diverse Groups?

- Appreciate the experiences common to the members of those groups
- Develop an understanding of the group's cultural background
- Increase your own organization's cultural competency

2.3 Developing Culturally Specific Materials for Refugee Communities

Goals:

- Develop materials that are tailored to the communication needs of people in your community
- Know how to effectively translate materials for your audience

Make sure your materials are appropriate for your audience

How Do You Create Health Promotion Materials to Meet the Needs of Refugees?

- Select appropriate types of communication
- Translate materials
- Adapt existing materials

PART TWO

Cultural Sensitivity in Health Promotion Work



Activity Four

PART THREE

Resources for Promoting Health in Refugee Communities



Part Three: Resources for Promoting Health in Refugee Communities

- 3.1 Introduction
- 3.2 Navigating the U.S. Health Care System
- 3.3 Information on Community Programs You Can Start
- 3.4 Information on Health Screening
- 3.5 Information on Specific Health Concerns for Refugee Communities

3.2 Navigating the U.S. Health Care System

Goals:

- Identify types of information useful to navigating the U.S. health care system
- Understand how to establish a referral network of health care providers and organize a health screening for your community

3.3 Information on Community Programs You Can Start

Goals:

- Describe different types of community programs that you can use to promote health and prevent disease among people in your community
- Know the necessary steps required to organize a community program

3.4 Information on Health Screening

Goals:

- Understand what health screenings are, as well as their benefits and risks
- Know about several different types of health screenings that your organization can offer to people in your community

PART THREE

Resources for Promoting Health in Refugee Communities



Health Screenings

- Anxiety
- Breast cancer
- Cervical cancer
- Cholesterol
- Colorectal cancer
- Depression
- Diabetes
- High blood pressure (hypertension)
- Skin cancer

3.5 Information on Specific Health Concerns for Refugee Communities

Goals:

- Know the definitions and risk factors of several chronic and infectious diseases
- Make suggestions for what people can do to lower their risks for specific diseases and recommend other organizations that can provide more information on the diseases
- Use the fact sheets provided to create handouts for people in your community about specific diseases

PART THREE

Resources for Promoting Health in Refugee Communities



Activity Five

Fact Sheet Topics

- Chronic illness (Section 3.5.1)
- Communicable diseases (Section 3.5.2)
- Behavioral health concerns (Section 3.5.3)
- Maternal and child health (Section 3.5.4)
- Older adult issues (Section 3.5.5)

END



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